Computer Network Environment
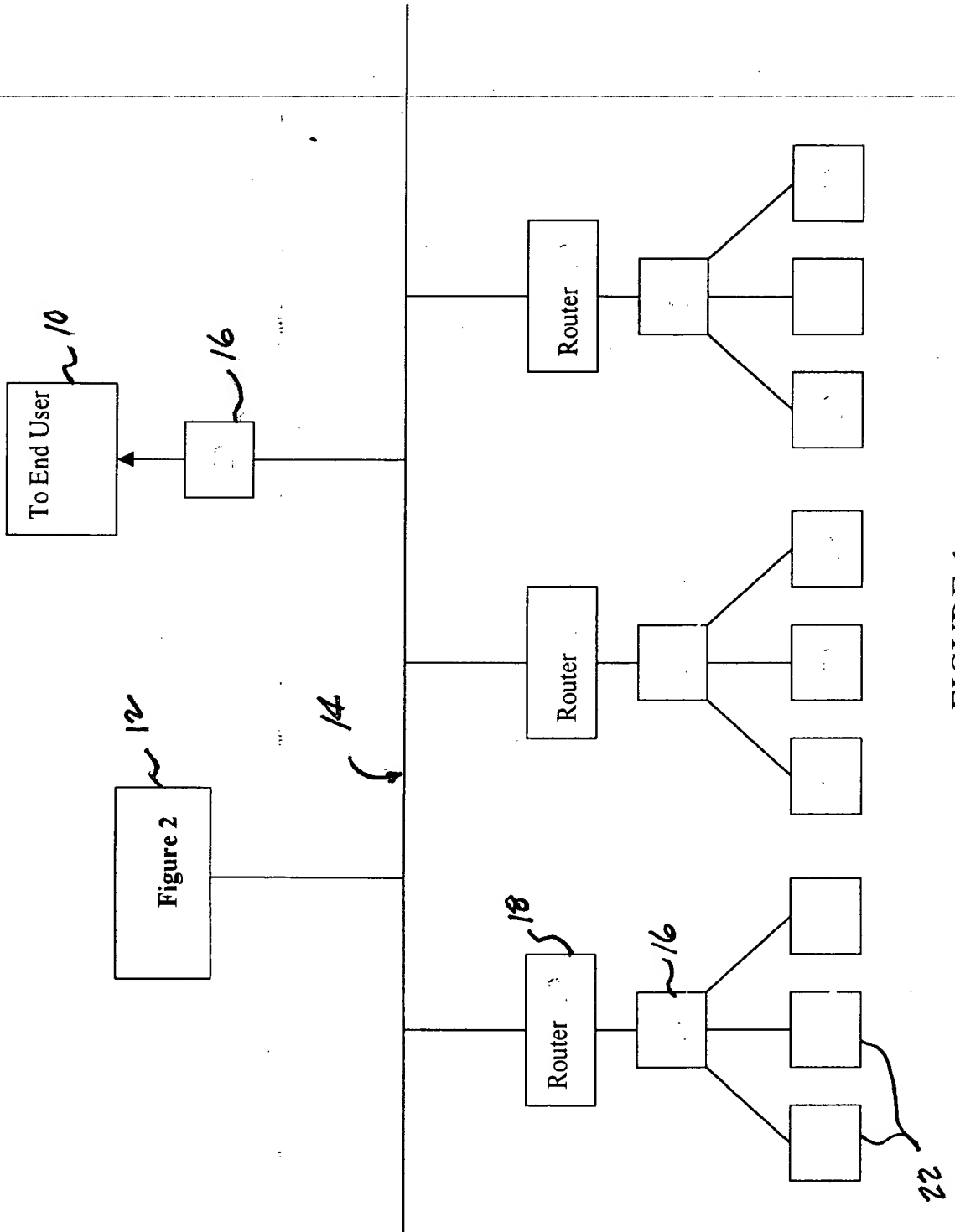
FIGURE 1

Personality Personalization System

FIGURE 2
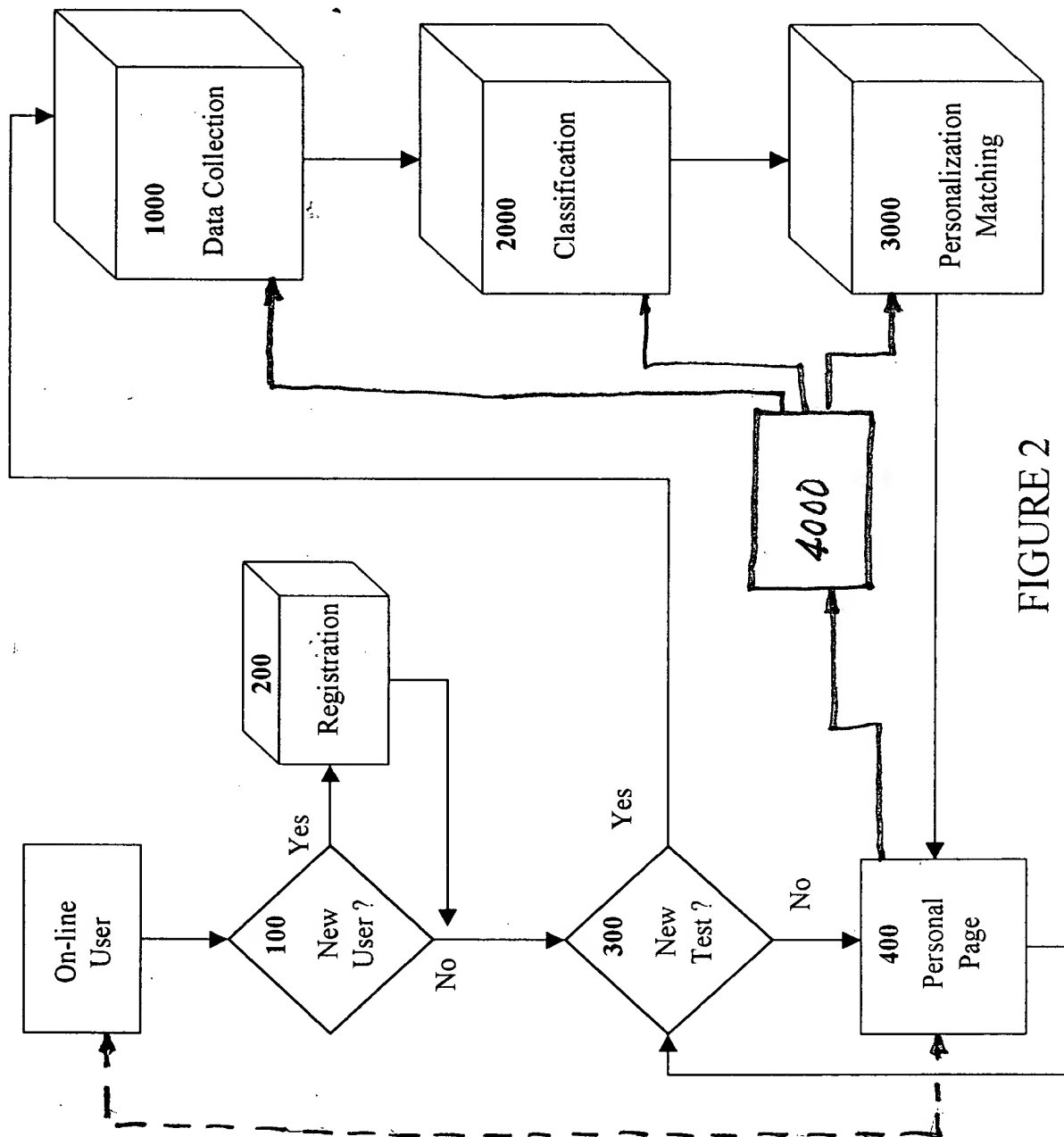
Module 1000 Data Collection

```
                    ┌──────────────────┐          ┌──────────────────┐
                    │ 1200             │          │ 1500             │
                    │ Test             │          │ User Database    │
                    │ Question/Element │          │                  │
                    │ Database         │          │                  │
                    └──────────────────┘          └──────────────────┘
                             │                              │
                             │                              │
   ┌────────┐      ◇─────────┴──────◇      ┌──────────┐    ┌───────────────────┐
   │ User   │─────▶│ 1100           │─────▶│ 1300     │───▶│ 1400              │───▶
   │        │      │ Select         │      │ Present  │    │ Collect and Store │
   └────────┘      │ Test/Questions │      │ Items    │    │ Raw Data          │
                   │ Elements       │      └──────────┘    └───────────────────┘
                   ◇────────────────◇
```

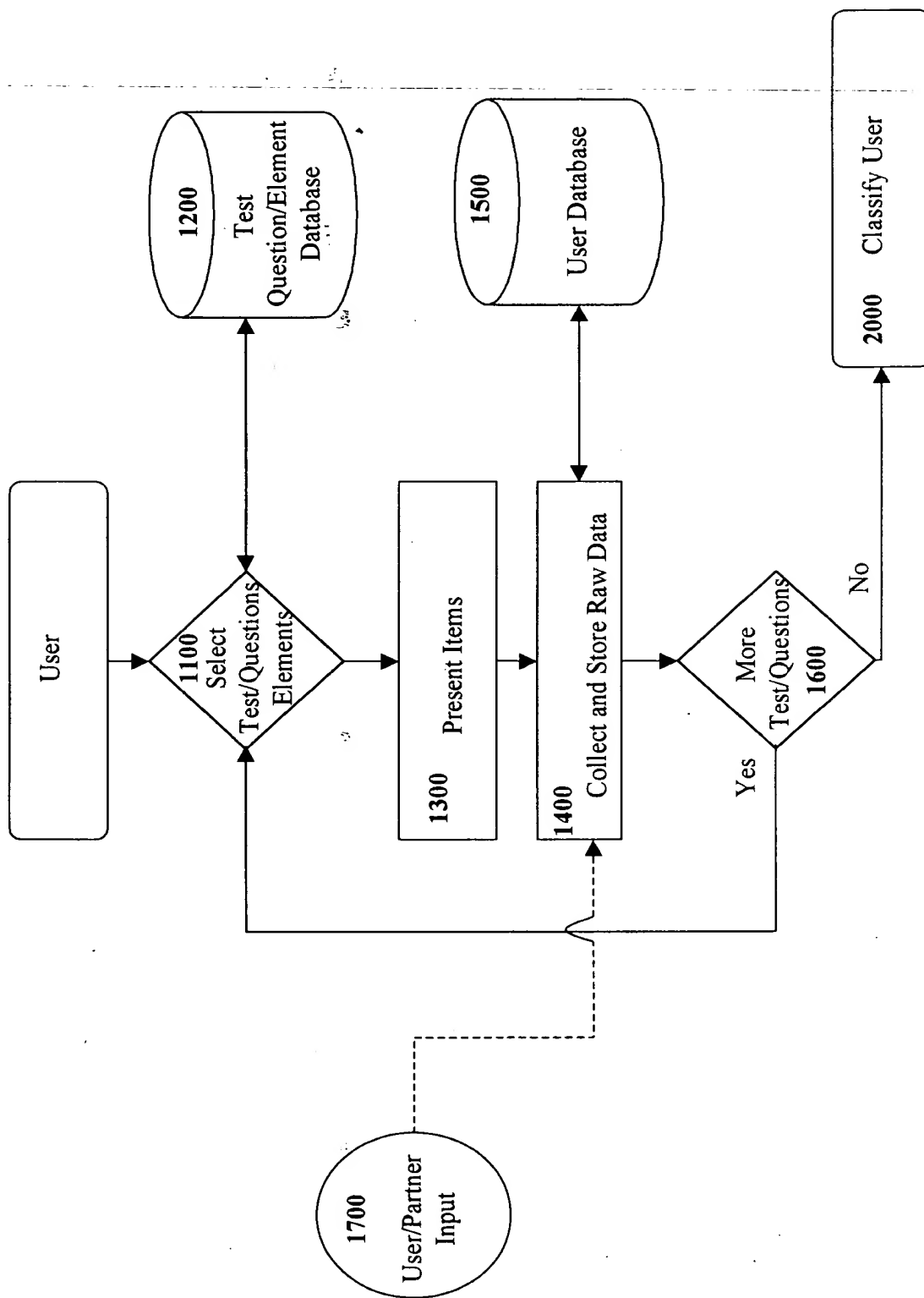More Test/Questions 1600

Yes

No

2000   Classify User

1700 User/Partner Input

FIGURE 3

Module 1100 - Question/Test Element Selection
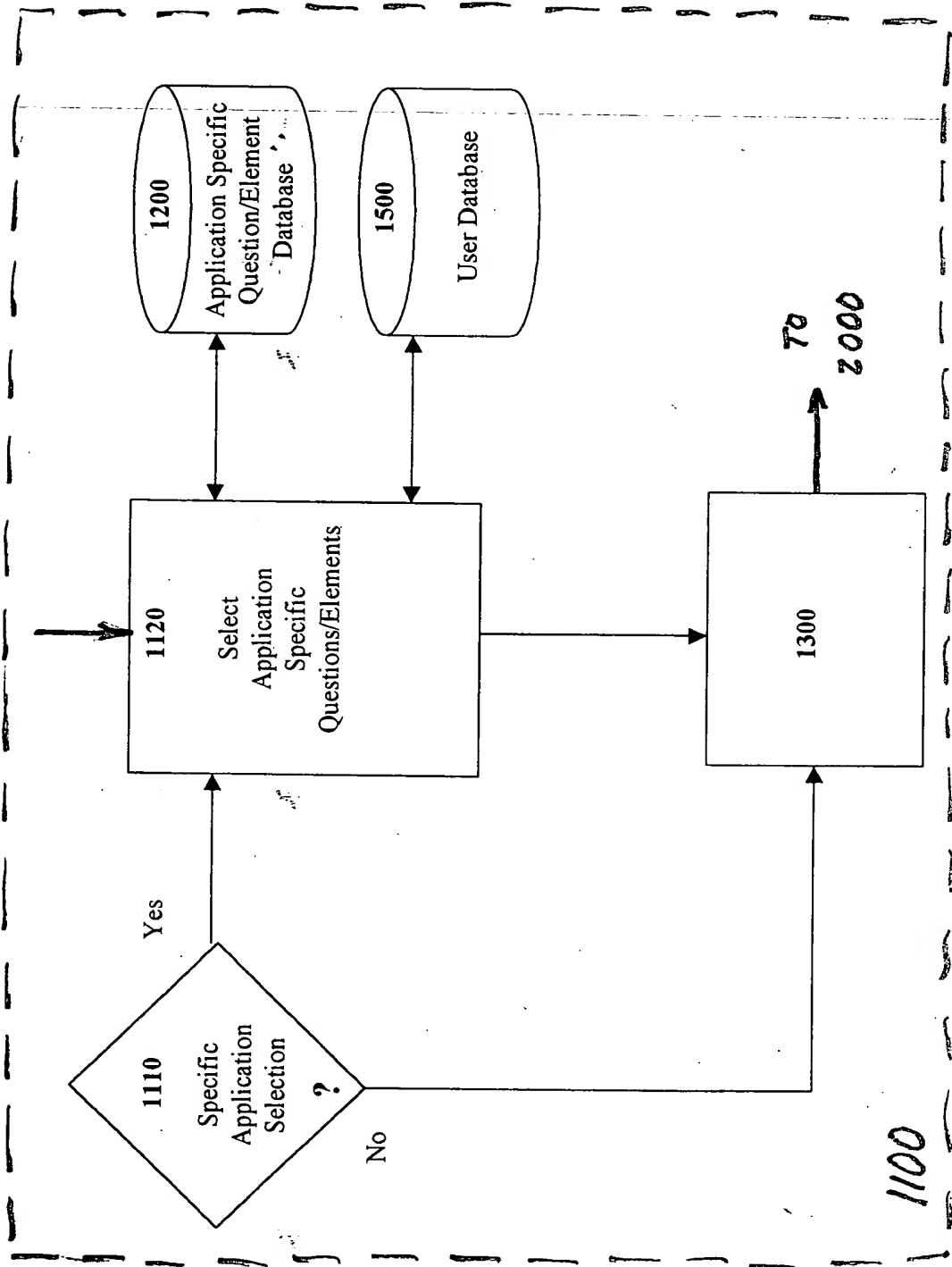
FIGURE 4

Module 1300A - Multimedia Presentation

| 1330 Video Question/Elements Database | 1331 Audio Question/Elements Database | 1332 Photographic/Image Question/Elements Database | 1333 Animation Question/Elements Database |

1320 Select Alternative Media of Questions and/or Elements

1300B

To 1400

1310 Present Text Questions/Election ?

No

Yes

1300A
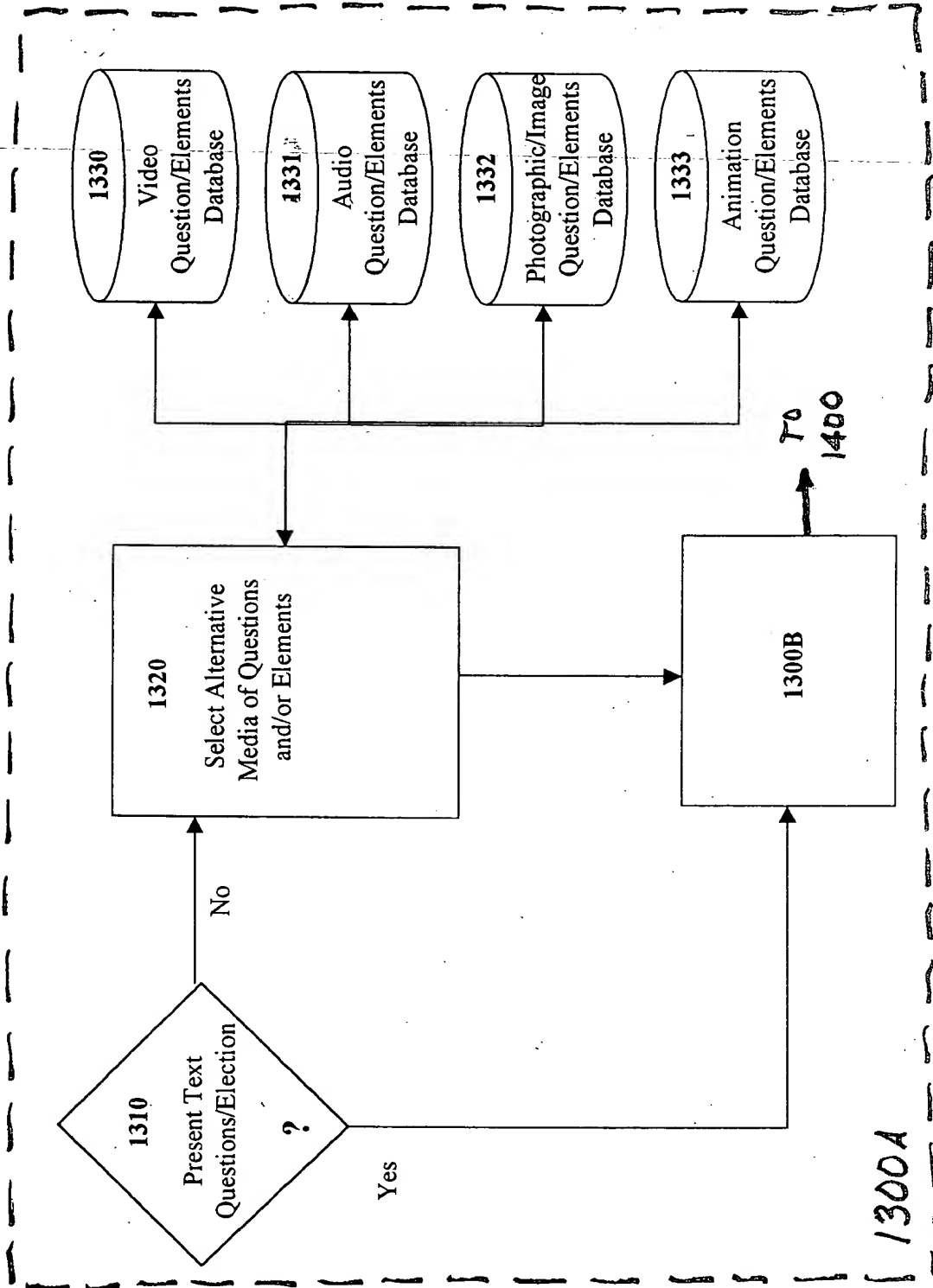
FIGURE 5

Module 1300B - Dynamic Question and Answer Presentation

FIGURE 6

Module 2000 Classification

From 4200

| 2200 Single Model & Scoring Database | 2500 Multi-Model & Scoring Database |

3000 Matching

1000 Data Collection

2100 Select Model and Scoring

2300 Score Data

2400 Select Classification Algorithm

2600 Compare & Classify User

1500 User Database

2000
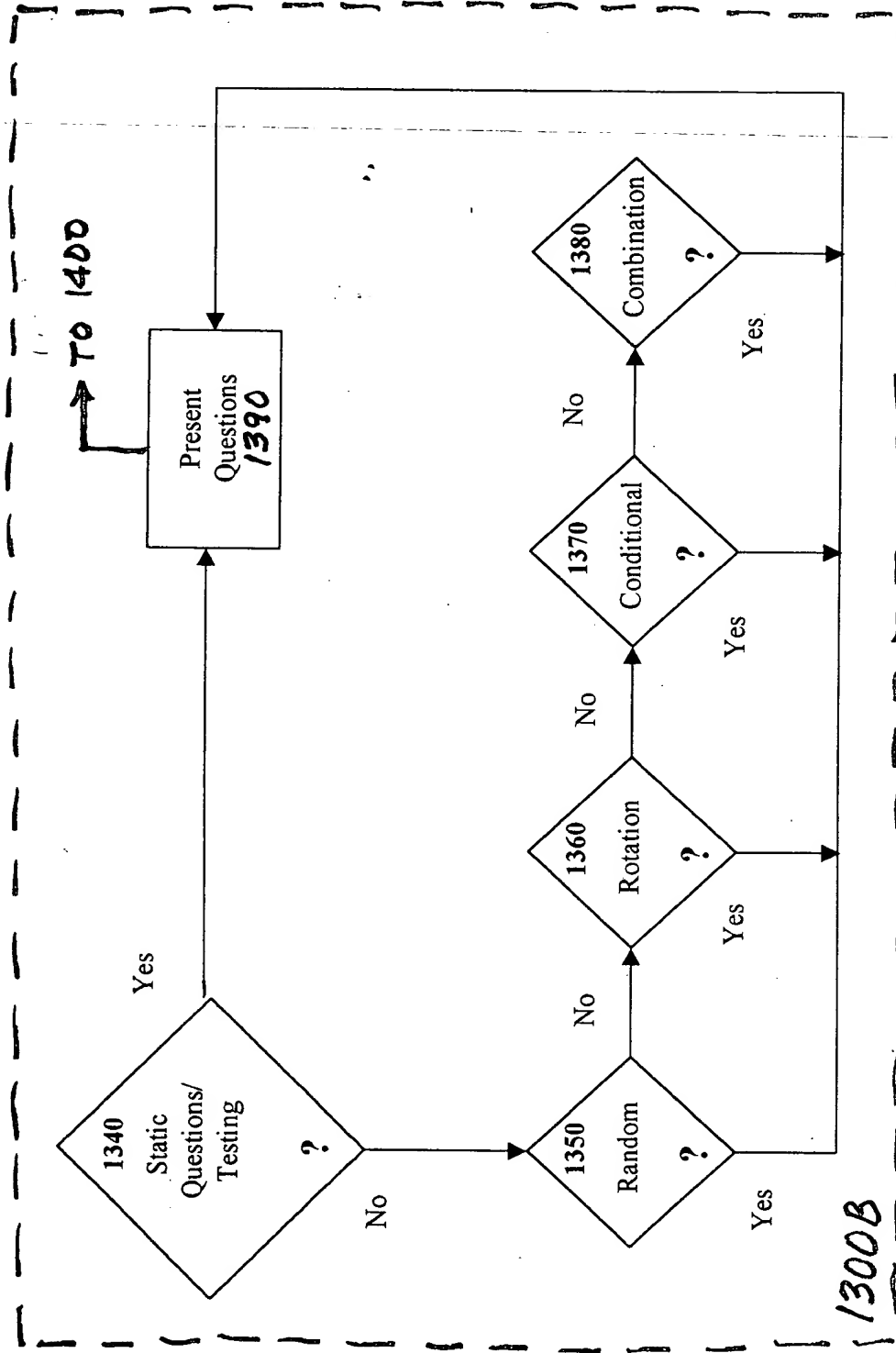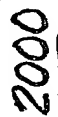
FIGURE 7

Module 2100 - Scoring Alternatives

2130 Scoring Alternatives Database

2120 Presentation and Selection of Scoring Options

Score Data **2300**

2110 System Selects ?

No

Yes

2100
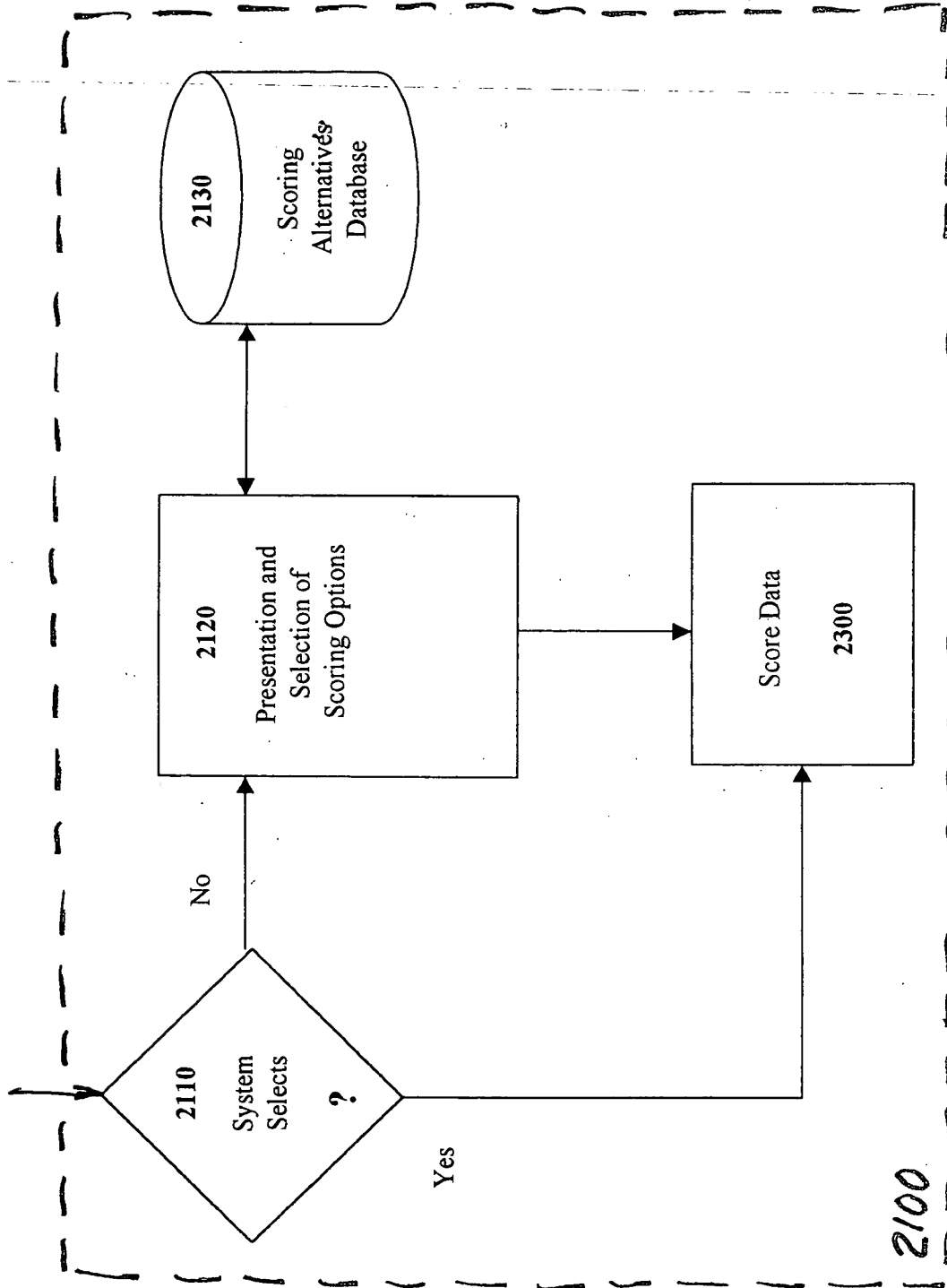
FIGURE 8

Module 3000 Matching Content

2600 "Classified" User	→ **3100** Detemine Content Element(s)	→ **3200** Matching Algorithm → User Results

4300 User Feedback

3300 Content/Advice/ Matching Database

A

3000
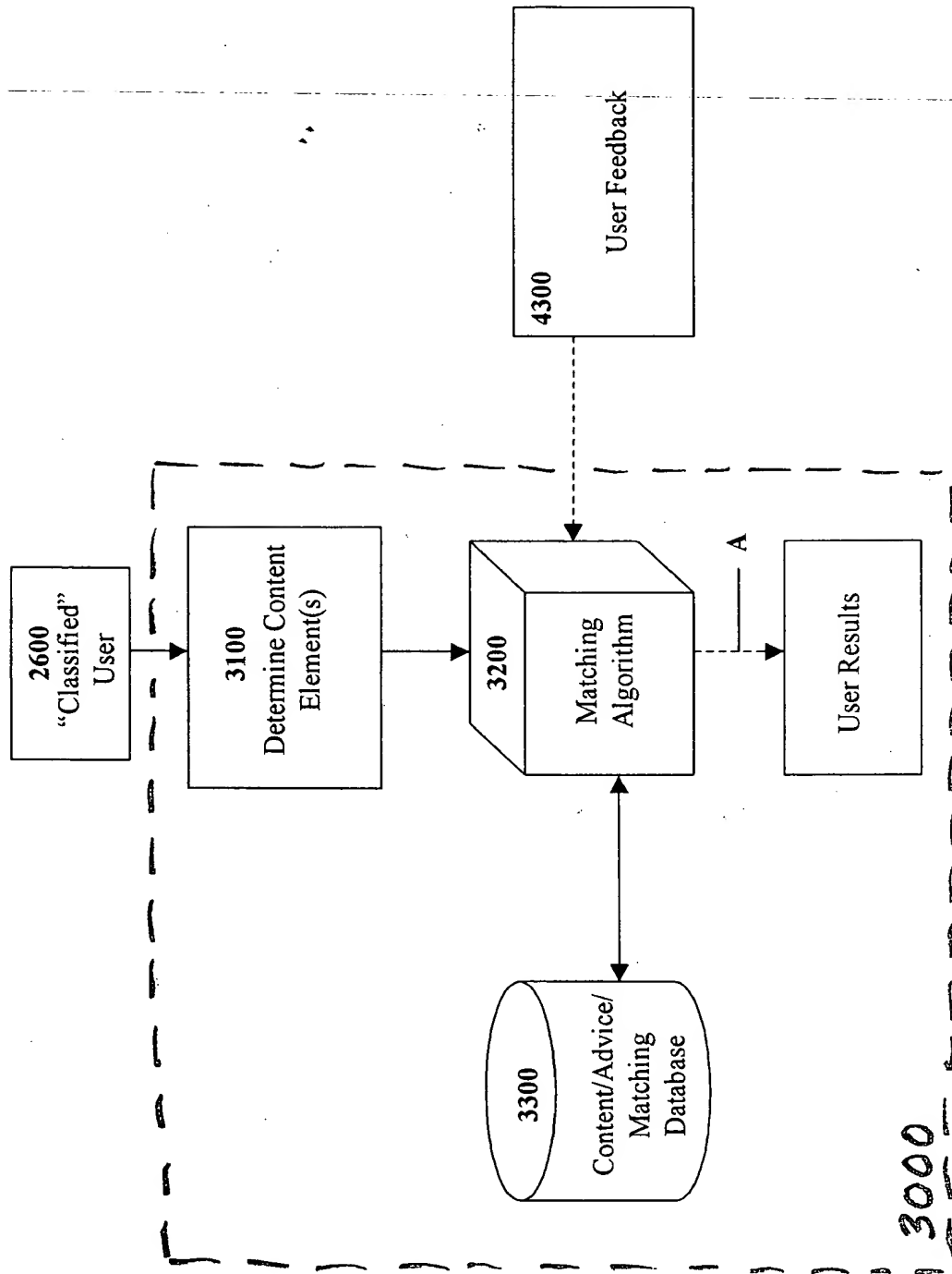
FIGURE 9

Module 3200A - Content Matching Algorithm

1500	3300
User Database	Content Database

3210
Input User Classification Data

3220
Content Selection

3230
Selection of Media for Presentation

3200B

3200A
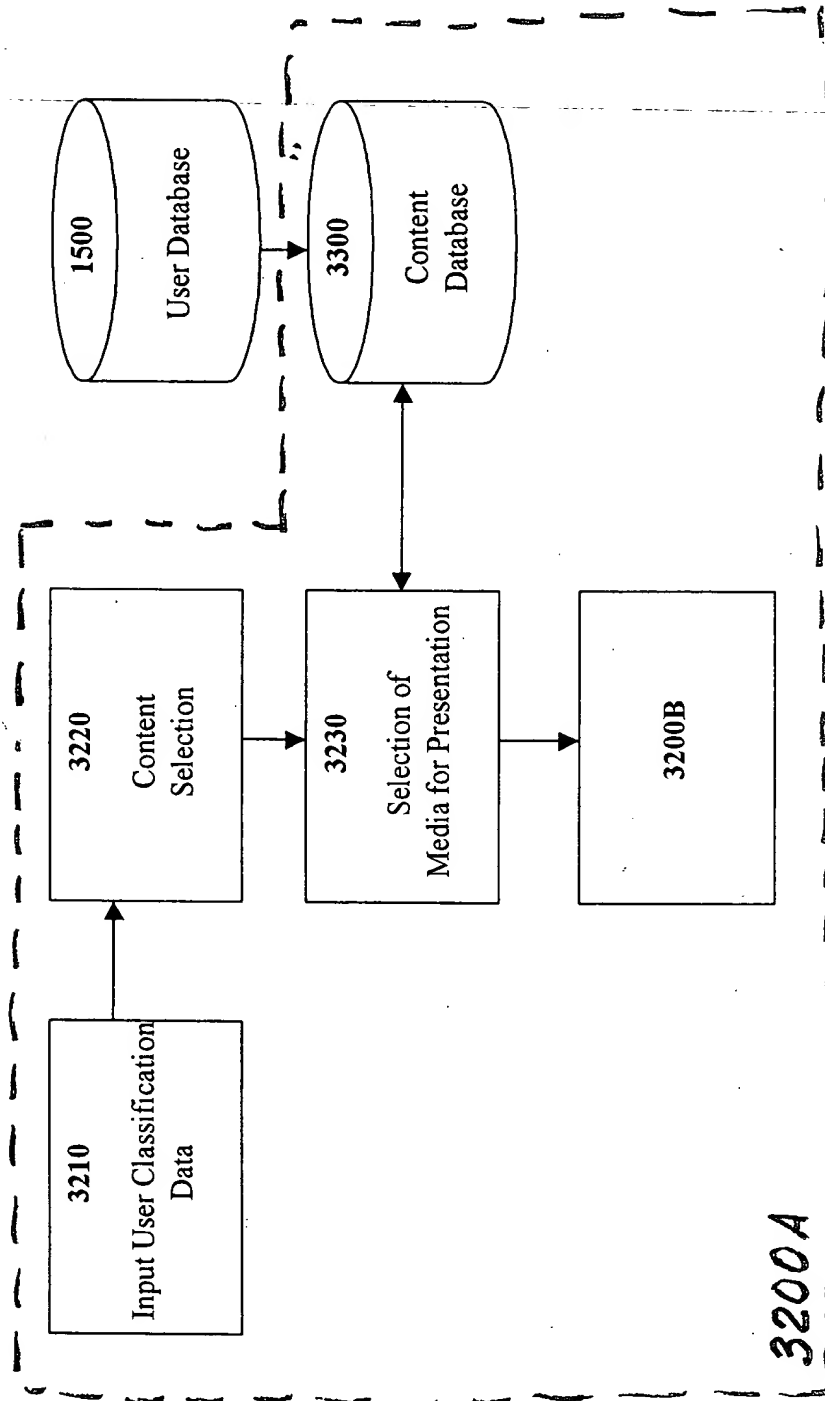
FIGURE 10

Module 3200B - Advice Matching Algorithm

1500 User Database

3300 Content Database

From 3200A

3240 Select Application

3250 Select Advice

3260 Selection of Media Type for Presentation

3200C

3200 B
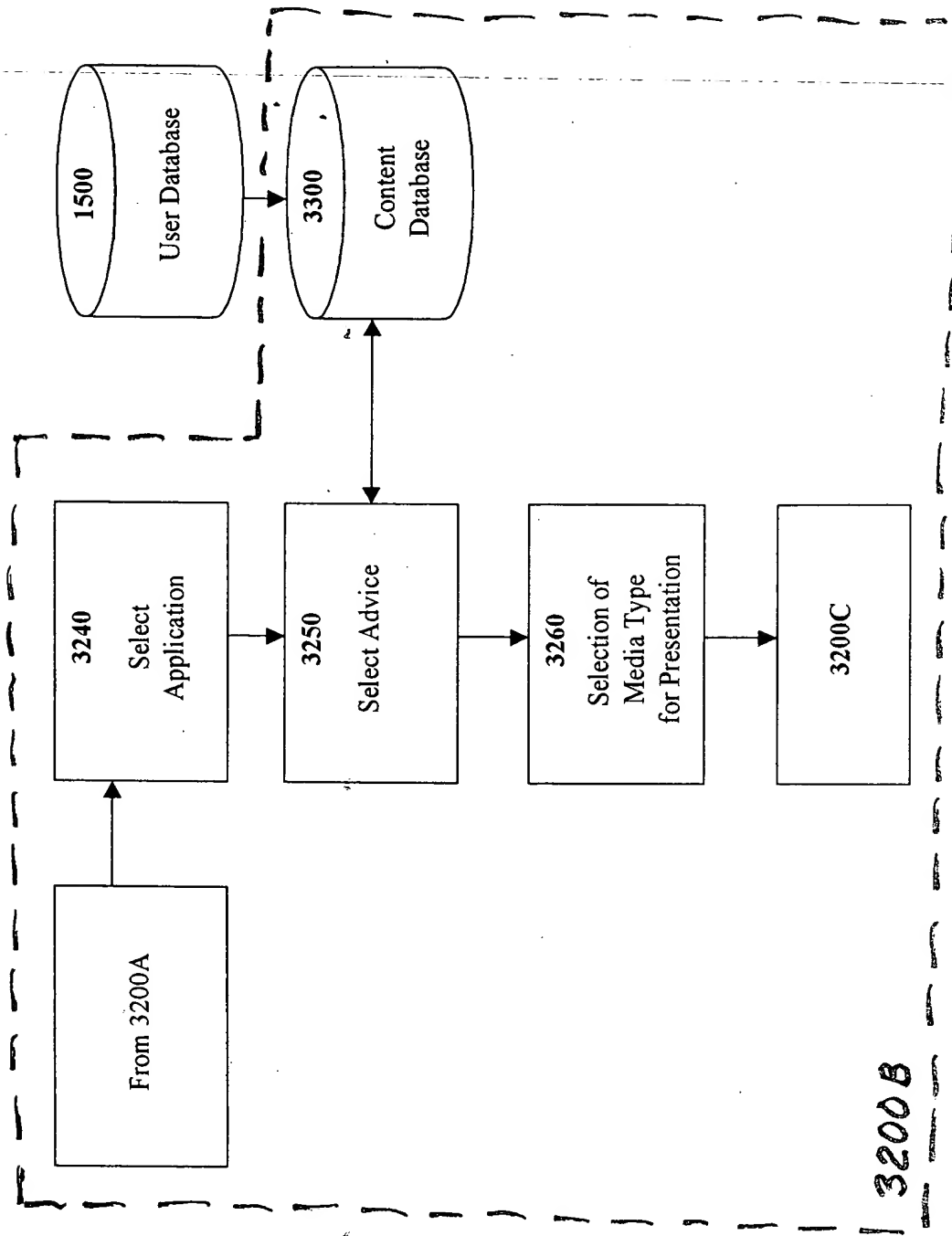
FIGURE 11

Module 3200C - People Matching Algorithm

1500
User Database

3300
Content Database

3270
Choose Selection Criteria

3280
Selection

3290
Selection of Media for Presentation

Present Results

From 3200B

3200C
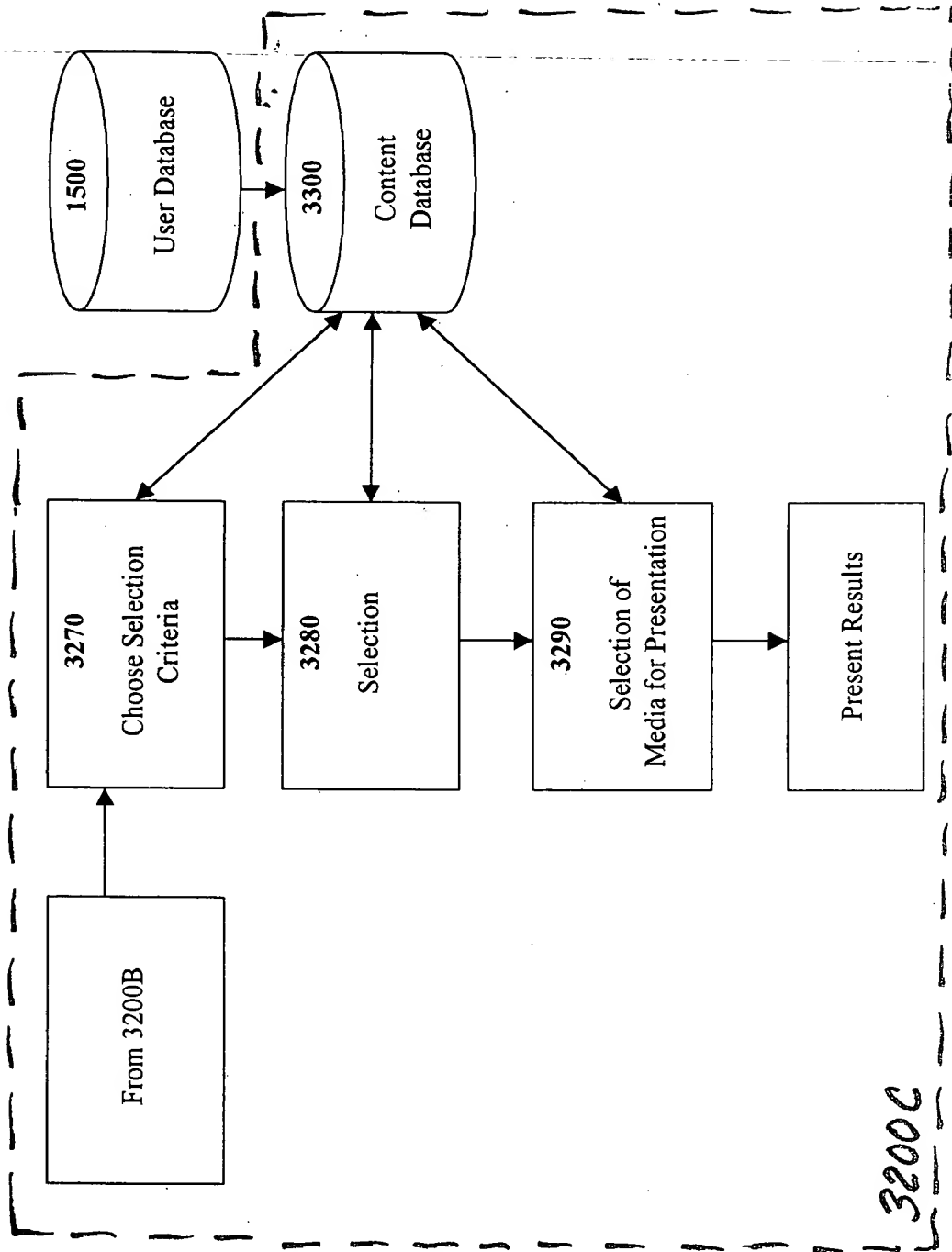
FIGURE 12

Module 4000 Automated Algorithm Updates

3000 "Classification" Content

User

4100 User Feedback Submission

1500 User Database

4300 Automated Content Algorithm Update
To 3200

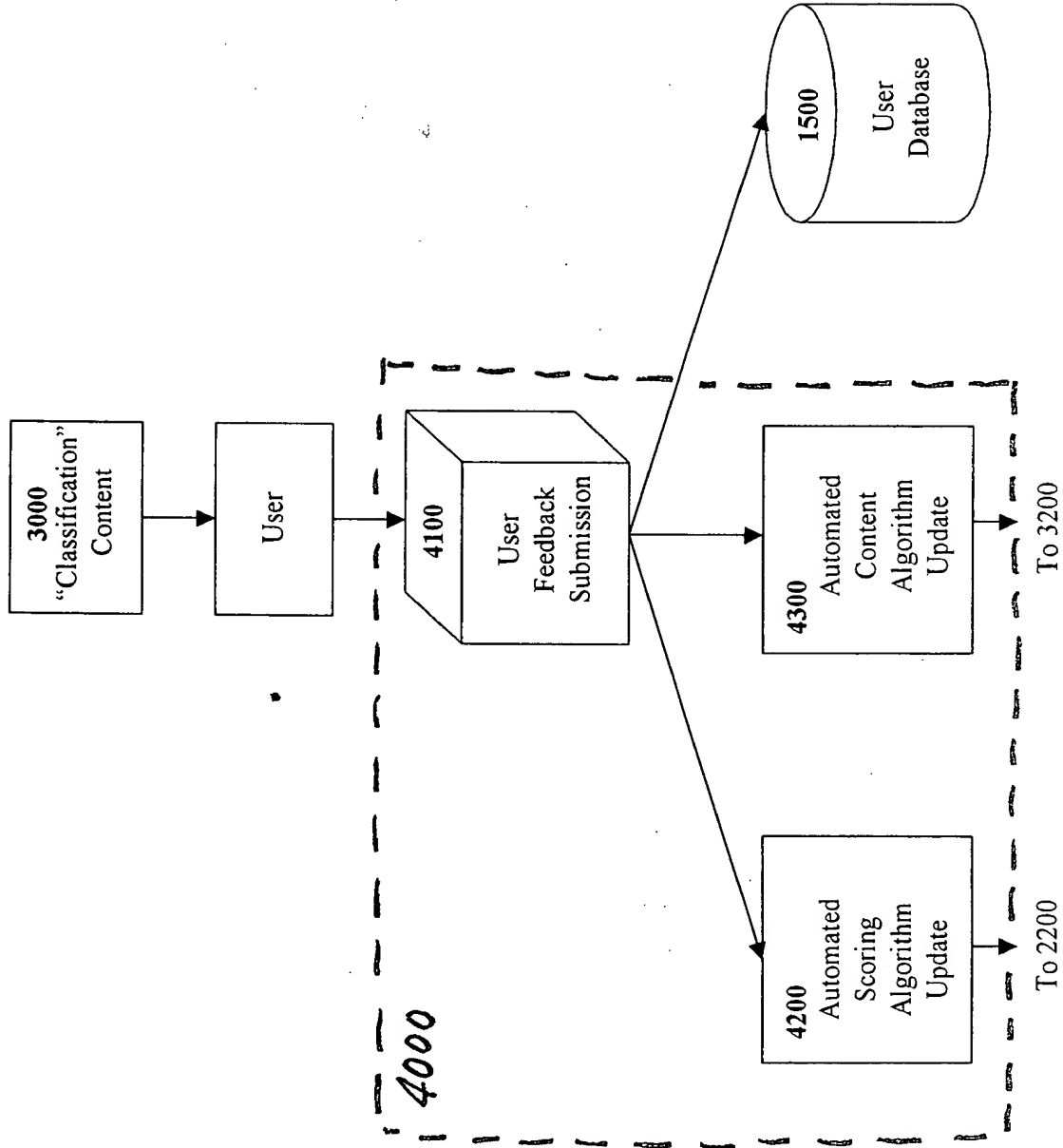| 4200
Automated
Scoring
Algorithm
Update |
|---|
To 2200

4000

FIGURE 13

Group Testing System

FIGURE 14

FIGURE 15